

IN THE UNITED STATES PATENT OFFICE

In Re Patent Application of

Inventor(s): Ron Hyman ROTHMAN et al.

Application No.: 10/681,476

Filed: October 8, 2003

For: METHODS AND SYSTEMS FOR
PROGRAMMABLY GENERATING
ELECTRONIC CREATIVES FOR
DISPLAY ON AN ELECTRONIC
NETWORK

Examiner: David FABER

Art Unit: 2177

Confirmation No.
7476

Commissioner for Patents
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Statement Under 37 CFR §3.73(b)

Sir:

CBS Interactive Inc., a corporation, hereby states that it is the assignee of the entire right, title and interest in the above-identified patent by virtue of an Assignment that is

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The undersigned is authorized to act on behalf of the assignee at least for purposes of making the foregoing statement.

Effective immediately, please direct all further communications in the above-identified patent application to the following address:

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Respectfully submitted,
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Date January 25, 2012

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